

✓ Please replace the paragraph beginning on page 4, lines 7-11, with the following paragraph.

A1  
The display may also include a menu item that provides the user with the ability to insert any product corresponding to a subfield area into an electronic shopping cart. A shopping cart item may provide a tally of any products that have been inserted into the shopping cart. Additionally, the display may include a selectable item such as a button that, when selected, initiates a purchase transaction of all of the items in the shopping cart.

✓ Please replace the paragraphs beginning on page 5, lines 16-21, with the following paragraphs.

A2  
Figure 3D is an illustration of a display screen produced by the computer processing system illustrated in Figure 1 at a client node, showing a detailed view of another embodiment of the product review page display.

Figure 3E is an illustration of a display screen produced by the computer processing system illustrated in Figure 1 at a client node, showing a detailed view of another embodiment of the product review page display with a product suggestion pop-up window.

✓ Please replace the paragraph beginning on page 7, lines 6-9, with the following paragraph.

A3  
Figure 13 is an illustration of a display screen produced by the computer processing system illustrated in Figure 1 at a client node, showing a detailed view of another embodiment of the product review page display that is included in the browser window of Figure 3A.

✓ Please replace the paragraphs beginning on page 10, line 12, through page 11, line 2, with the following paragraphs.

A4  
The database could include data that are collected from a more expansive database and stored in a data store. The database could also be data that are stored over one or more data stores, such as data that are stored in data stores that are linked over the Internet.

A4  
The database is sometimes described herein in the context of a collection of travel-related information wherein the data elements each relate to a travel-related product or service that is available for purchase, such as an airline ticket, a car rental, or a hotel accommodation. For example, a data element could relate to an airline ticket wherein the dimensions of the data element include price, time of departure, time of arrival, airline and flight class. Although the data are described herein in the context of travel-related product offerings, it will be appreciated that the data could also relate to other types of product offerings. Indeed, the data could relate to any subject matter where multiple dimensions of information are presented to the user via a single display screen.

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✓ Please replace the paragraph beginning on page 16, lines 11-15, with the following paragraph.

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A5  
It will be appreciated that the type of attribute that is used to indicate the dimensions of the data element could vary. The attributes could be a visual attribute, such as the size or color of the data element. The attribute could also be an aural attribute, such as a sound that is associated with a subfield area. The attributes of the data element could include anything that could be detectable by a human sense and that could be associated with the data element.

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Please replace the paragraphs beginning on page 19, line 13, through page 20, line 7, with the following paragraphs.

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A6  
The field areas 340 and subfield areas 354 are preferably polygonal in shape. In a preferred embodiment, the subfield areas 354 are each rectangular and each have an aspect ratio (i.e., ratio of length to width) that is preferably close to 1 to avoid slender, elongated subfield areas.

With reference still to Figure 3B, the menus 334 preferably each include menu items 356 that allow a user to specify criteria that governs how the data will be sorted and how the page 328 is arranged. Preferably, each menu 334 is associated with one or more field areas 340. The menu items 356 preferably include drop down menus or data entry fields that allow a user to specify criteria by which the program 110 sorts and displays the data elements

Cont H6  
represented by the subfield areas 354. Preferably, the menus 334 allow the user to widen or narrow the criteria used for displaying data elements. For example, the menu 334a, which is associated with the "Hotel" field area, allows the user to cause the client computer 102 to display only subfield areas 354 that represent hotel rooms within a particular quality range, such as only 3 star or only 4 star hotels. The user can thus use the menus to cause the client computer 102 to narrow (or widen) the range of products that are being displayed in the field arrays 340.

✓ Please replace the paragraph beginning on page 23, lines 10-16, with the following paragraph.

A7  
Figure 4 is a flow diagram that illustrates the processing operations executed by the computer system 100 of Figure 1 to obtain and execute the applet program 110 of Figure 1. The applet program 110 causes the client computer 102 to generate the Product Review Page shown in Figures 3A-3E. In the first operation, represented by the flow diagram box numbered 402, the client computer 102 initiates a network communication session. In the context of an Internet application of the invention, the client is the computer at which a user initiates an Internet session.

✓ Please replace the paragraph beginning on page 31, lines 15-20, with the following paragraph.

A8  
In the next operation (flow diagram box 810), the browser program 105 detects that the user has interacted with one of the menu items on the subfield menu window 904. This is referred to as a menu interaction event. In the operation represented by flow diagram box 812, the browser program 105 and/or the applet program 110 then initiates an action that is associated with the selected menu item. If the menu item is a hyperlink, then the browser program 105 issues an HTTP request for the web page that is associated with the hyperlink.

✓ Please replace the paragraph beginning on page 36, lines 10-15, with the following paragraph.

A9 Advantageously, the aforementioned process results in subfield areas that are as square-like as possible, as the applet program avoids drawing subfield areas that are thin, and elongated. Square-like subfield areas are preferred because square field areas are more easy to identify for a user than thin, elongated subfield areas. Additionally, it is easier for a user to use a display cursor to point at square-like subfield areas. The user can also more easily compare the relative sizes of rectangles that have similar aspect ratios.

✓ Please replace the paragraph beginning on page 41, lines 16-20, with the following paragraph.

A10 The product review page 1328 includes a mouse-over subfield detail window 1370 that appears in response to a mouse cursor being moved over a subfield area 1354c, as described above with reference to Figures 6 and 7. The mouse-over subfield detail window 1370 includes information related to the coffee product associated with the subfield area 1354c, such as, for example, the name of the coffee and a description of the flavor.

✓ Please replace the paragraph beginning on page 42, lines 12-13, with the following paragraph.

A11 The product review page could also include one or more hyperlinks 1378 that are linked to additional product review pages that are directed toward other products.

#### IN THE CLAIMS:

Please replace claims 1, 7, 28 and 29 with the following amended claims (a marked up copy of the amended claims is attached to this Amendment):

- A12 1. (Amended) A method of processing user criteria to retrieve a portion of data and display it to the user, the method comprising:
- receiving user criteria that specifies a subset of the data with respect to multiple data criteria;
  - retrieving the data subset from the data; and